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GOOD DESIGN EXHIBITION AND GUIDED TOUR PROCEDURE

Starting January 23, 1950, the Good Design exhibition will be open to the public under these conditions:

1. Persons taking the guided tours at the regular 60-cent admission prices will be taken to the exhibition by the guides at the end of the regular tour. Such tourists will be given a brief talk by the guides after entering the exhibition, and then left to visit it at their leisure. However, all persons visiting the exhibition must be conducted to the Lobby by tour guides as in the past.

The price of admission will be 60-cents to all persons, with these exceptions:

- (a) any person holding a buyers pass may be admitted to the exhibition free of charge.
- (b) any person who can show credentials that they are an official of a retail store, or a manufacturer, or a distributor of home furnishing merchandise, may be admitted free of charge. If such a person is accompanied by an immediate member of his or her family that person shall also be admitted free of charge.
- (c) any official or sales person connected with a firm that is a tenant on the market floors of The Merchandise Mart shall be admitted without charge by showing credentials that they are a member of such a tenant firm.
- (d) any holder of a press pass or courtesy pass issued by The Merchandise Mart shall be admitted without cost.

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2. High school groups when accompanied by a teacher or bonafide escort are eligible to enter the Good Design exhibition or take the regular tour for a price of 35-cents. College students, art students and the like must pay the regular 60-cent admission. 60-cent admission applies to high school students also unless accompanied by a teacher or chaperon.
3. The Good Design exhibition will be open on Saturday mornings from 9 a.m. to 12:30 p.m. free of charge to any person desiring admittance. Children under 16, however, shall not be admitted unless accompanied by an adult.
4. All persons detailed to the exhibition - tour guides - police - information girls, etc., shall politely instruct all persons upon entering the exhibition that they are not to handle the objects on display, that they are not to sit in the chairs or otherwise handle the merchandise shown there.

Each person shall be given a catalog of the exhibition.

The folder, "Colossus of Chicago" can also be given to all persons.

The Good Design folder, press releases, and other such literature is primarily for buyers, decorators, and manufacturers, and should be given to them on request.

5. The exhibition is never to be left unstaffed, either by Miss Whitaker, the police, or an executive of the office of the building.
6. The police will open the exhibition space promptly at 9 a.m. every morning, except Sunday, and lock it at 5 p.m. on week days and 12:30 p.m. on Saturday. They will retain custody of all keys to the exhibit space.

NEWS FROM GOOD DESIGN

THE MUSEUM OF MODERN ART • THE MERCHANDISE MART

CHICAGO 54, ILLINOIS • WHITEHALL 4-4141
NEW YORK 19, N. Y. • 11 WEST 53RD STREET • CIRCLE 5-8900

Jan. 1950

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A spectacular showing of more than 250 home furnishings objects of modern design were put on display January 16, 1950 when the "Good Design" exhibition, sponsored by The Museum of Modern Art of New York and The Merchandise Mart of Chicago, was officially opened following a luncheon given by The Mart in the Merchants and Manufacturers Club.

The objects on display are the products of many of America's most progressive manufacturers and handicrafters and range from a new magnetized soap holder to a huge modern 12-foot divan with adjustable legs. Many of the objects shown were created by some of America's foremost designers, including such names as Edward Wormley, Dorothy Liebes, J. O. Reinecke and Charles Eames. Eames, assisted by his wife Ray, also designed the space for the exhibition.

The entire exhibition is exuberant and fresh, and according to Edgar Kaufmann, Jr., director of "Good Design", it is the first attempt ever made to present a permanent showing of the best new modern products in the field of home furnishings that are available to consumers. All home furnishings are included such as furniture, rugs, lamps, appliances, housewares and fabrics.

(more)

add 1 -- good design

The showing today will be enlarged in June during the summer home furnishings market at The Mart, while in November each year a culminating exhibition will open simultaneously in the Museum in New York and in The Mart based on the year's earlier displays. The exhibition is open to the public for a nominal fee each Monday through Friday on The Mart's Guided Tours. It is also open to the public free of charge on Saturdays from 9 a.m. to 12:30 p.m.

The exhibition, located on the 11th floor of The Mart, is more than a showing of products. It is a combined effort to show the best new modern designed objects placed in a setting of unusual beauty featuring fresh concepts of display for home furnishings. To draw public attention to the exhibition in The Mart, a large sign of aluminum and string was designed for the main lobby by Don R. Knorr, San Francisco, a first prize winner in the recent International Competition for Low-Cost Furniture Design.

The exhibition space for "Good Design" is large and brilliantly colored and lighted in a gay carnival spirit. Eames, who executed it as well as designed the space is a noted architect, who has also turned his talents to furniture design. Some of his furniture has been described as "the most important group of furniture ever developed in this country." His new storage pieces are in the exhibition.

The entrance to the exhibition sets the theme for the showing. Corridor walls of the area were removed to create a spacious entrance forty feet long. Each side of this opening is flanked by black and white Marlite panels respectively, extending from the floor to the ceiling. Huge raised block letters spell out the words "Good Design" on the panels in contrasting colors. Folding black steel train gates against which special lighting effects have been used gives a feeling of transparency and enhances the unusualness of the entrance.

(more)

add 2 -- good design

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Eames planned the interior layout so that traffic would be lead from the entrance through an avenue of orange trees to a pavilion of light. From this pavilion of light visitors can then visit the sections of the exhibit that appeal to them most. Rather than disguise the existing structural elements in the space, Eames used them to form an integral part of the design. Pillars, pipes, and air conditioning ducts have been treated with paper and paint to impart a feeling of different textures.

Even cardboard tangerine box fillers were painted in a brilliant red and placed on a portion of beam to produce a feeling of textures and structural color. While the entire effect of the interior will be one of spacious and functional concepts of clean design, only materials were used that are easily obtainable.

At the luncheon, which was attended by nearly 300 manufacturers, retailers, designers, press and radio representatives and others closely allied with the home furnishings industry, Alfred Auerbach, nationally known merchandising and design authority in the field of home furnishings, was the principal speaker.

Auerbach traced the history of modern design and said that 22 years ago President Coolidge refused an invitation for this country to participate in a Paris exhibition because we had nothing to offer. Today, Auerbach said, America leads the world in good design.

He said the Mart-Museum show completes a link that has been missing in the field of design. Museums in the past have done such things, but retailers and manufacturers have stayed away from them. Bringing an exhibition to a great trade center, such as The Mart, where buyers and manufacturers congregate is a great step forward and should influence a more rapid advancement of good design.

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Q12

add 3 -- good design

He said that the housing industry has stifled the advancement of good interior design because most homes are outmoded before the key is ever turned in the lock. He stated that while the percentage of good design was small in the home furnishings industry, it was far greater than in the home building field. The "Good Design" exhibition, he said, may give impetus to the improvement of design both in homes and the objects going into them.

Auerbach was introduced by W. O. Ollman, general manager of The Merchandise Mart, who was toastmaster of the luncheon. He also introduced Kaufmann, director of "Good Design." In brief talks, Kaufmann and Ollman explained how they became associated in the joint program to stimulate the best modern design in home furnishings. They referred to a statement made when the program was announced last November as being the most concise account of their joint participation.

That statement said: "It is the first time an art museum and a wholesale merchandising center have cooperated to present the best new examples of modern design in home furnishings. Now at the midpoint of the century, these national institutions, whose very different careers began just 20 years ago, believe and hope that in combining their resources they are stimulating the appreciation and creation of the best design among manufacturers, designers and retailers. Thus the exhibitions will focus the attention of all America on the good things being created by the home furnishings industry."

All the objects in the showing were chosen by the selection committee, which was composed of Kaufmann; Meyric Rogers, curator of decorative arts of the Chicago Art Institute, and Alexander Girard, the architect who recently directed the Detroit Institute of Arts' "For Modern Living" exhibition.

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Q13

add 4 -- good design

They made their preliminary selections from hundreds of photographs and drawings submitted by manufacturers and designers. They personally inspected more hundreds of objects in the showrooms of manufacturers in New York, Chicago and elsewhere. Selections were based on the best new designs available on the American market and all final choices were based on the committee's standard of good design, which is: "Design intended for present-day life, in regard to usefulness, to production methods and materials and to the progressive taste of the day."

All items selected are of equal merit in the opinion of the committee; no prizes will be awarded. A counter card is available to manufacturers of the items selected. The card is designed for use as a point-of-sale display piece and contains a photograph and description of the article appearing in the exhibit.

Among the more exciting products in the show are: Shwayder Brothers, Inc., folding metal chair, designed by Russel Wright and retailing for \$6.95; J. G. Furniture Co., molded plywood shell chair designed by Ray Komai; and Landers, Frary and Clark's Universal Select-A-Range unit, which permits the four heating units of the electric range, the oven and the storage units to be grouped together or used as separate units anywhere in the kitchen.

Libby Glass Co. had its new green and crystal glassware chosen. Six different sizes of glass are shown, with each piece retailing for 15 cents. A portable electric dishwasher made by the Cory Corp. was another kitchen selection that is sure to attract attention. Copper bottom kettles and a new pressure cooker by Revere Copper & Brass is shown, along with some cutlery and kitchen tools from Ekco Products Co.

(more)

Many fabrics are in the showing. Mrs. Gladys Brophil , a Chicago designer, had her new all metallic plaid fabric selected, along with a heavy textured fabric by Dorothy Liebes. Moss Rose Manufacturing Co. had several of its reasonably priced curtain fabrics chosen. An interesting rocking chair of Swedish design, which Thonet Bros., Inc., imports, consists of shaped back and seat covered with interlaced strips of woven paper cord.

Several fine lamps are shown including one designed by David Wurster and distributed by Richards Morganthau, New York. It is a two-armed lamp with fibre glass shade and universal joints for flexibility. Another is a lamp standard reaching from floor to ceiling that features four different lighting units that are so flexible they can be used in any position or height from the floor. Designed by Sy Miller for Middletown Mfg. Co., this fixture can be used to light an entire room.

Actually, the gamut of products is broad, and includes Edward Wormley's Morris chair by Dunbar Furniture Co.; an electric sander and buffing machine by Skilsaw; electric clocks designed by George Nelson for the Howard Miller Clock Co.; a rubber container that makes round ice cubes, and several major appliances from General Electric Co.

Ollman paid a tribute to the many people who cooperated with The Mart and the Museum in making the exhibition possible. He expressed his gratitude to the hundreds of manufacturers who submitted pictures and products and to those firms who contributed products to the physical layout of the space.

Among those firms are: General Electric Co., and Mitchell Module Lighting for the module fluorescent lights; Marsh Wall Products Co., for the Marlite wall panels used at the entrance; Lightolier, Inc., for the fluorescent corridor lights; Thomas Moulding Co., for their new one-sixteenth inch floor tile; Reynolds Metal Co., for its aluminum sash; Thru-Vu Blind Co., for the vertical louvred blind and Johns-Manville Corp., for the Transite panelling.

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add 6 -- good design

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The art objects in the exhibition, which are shown as examples of design that have stood the test of time, were loaned by the Art Institute of Chicago.

A complete list of the sponsors of the program "Good Design" follows:

Nelson A. Rockefeller	President, The Museum of Modern Art
Joseph P. Kennedy	Owner of The Merchandise Mart
Rene d'Harnoncourt	Director, The Museum of Modern Art
Wallace O. Ollman	General Manager, The Merchandise Mart
Egmont Arens	President, Society of Industrial Designers
Karl Bock	President, American Institute of Decorators
Paul W. Casey	Manager, Southern Furniture Exposition Bldg.
William E. S. Griswold, Jr.	President, Home Furnishings Industry Committee
Lew Hahn	President, National Retail Dry Goods Assoc.
Stanley Marcus	Vice-President, Neiman-Marcus Company
Ben Nash	President, American Designers' Institute
Neil Petree	President, Barker Brothers
Daniel Catton Rich	Director, The Art Institute of Chicago
Miss Dorothy Shaver	President, Lort & Taylor
Charles Sligh	Past President, Exhibitors' Association of Grand Rapids
Ralph Walker	President, The American Institute of Architects

Among designer guests at the luncheon were Egbert Jacobson, director of design for Container Corp.; G. McStay Jackson, industrial designer; Anne Swainson, director of product design for Montgomery Ward; Mr. and Mrs. Harper Richards, industrial designers; Fred Sweet, curator of painting at the Chicago Art Institute; Paul Kipp, designer for Daystrom Corp.; James Eppenstein, industrial designer; Edward Wormley, designer for Dunbar Furniture Mfg. Co.; Jens Risom, furniture designer; Paul MacAlister, president of the Chicago chapter of the American Designers' Institute; Dave Chapman, vice president of the Society of Industrial Designers; Daniel Catton Rich, director of the Art Institute of Chicago; Ludwig Mies van der Rohe, director of the department of architecture at Illinois Institute of Technology; Serge Chermayeff, director of the Institute of Design; William Pahlmann, president of the New York Chapter of the American Institute of Decorators, and Norman J. Schlossman, president Chicago Chapter, The American Institute of Architects.

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Q16 244
For Release Sunday, March 19, 1950

Chicago - In one of the most unusual polls ever conducted, a broad sample of American consumers and retail store buyers have shown their preferences in home furnishings of good modern design by casting several thousand votes to pick the most popular objects on display in the "Good Design" exhibition in The Merchandise Mart.

The exhibition is a spectacular showing of more than 250 home furnishing objects of modern design selected by a panel of authorities under the direction of the Museum of Modern Art of New York, which sponsors the exhibition with The Mart.

Among the 10 most popular objects picked by consumers was a vertical window blind of cloth vanes hung from a drapery track, a ceiling light that can be raised or lowered by a counterweight, an up-to-date version of the Morris chair with foam rubber cushions, an electric range that comes in three separate units, a salad bowl set of plastic covered rattan and an eight-pound electric sewing machine.

A total of 8130 ballots were cast by both buyers and consumers for 126 of the more than 250 objects in the exhibition. The range of products for which votes were cast explains the fact that no object received more than 1785 votes, which was the number of votes the consumers gave the Thru-Vu Vertical blind. Each individual was asked to vote for five objects.

(more)

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add 1 - good design ballots

Buyers cast 2562 ballots to pick their list of the 10 most popular objects while the consumers marked 5568 ballots. Consumers who have visited "Good Design" on the Mart's guided tours comprise nearly two-thirds of the more than 11,000 persons who have seen the exhibition since it opened January 16.

The tabulation showed that both groups included six of the same objects in their separate lists of the 10 items receiving the largest number of total votes. However, these six items were not ranked the same in popularity by both groups. Also, each group picked four totally different objects among the list of 10 items receiving the most votes. Actually, 14 items were picked as the most popular by both groups of voters.

The sponsors believed that by asking both buyers and consumers to state their preferences for the objects on display a comparison of their choices would prove of interest to buyers and serve as a check for them in determining how nearly they are meeting the desires of their customers.

Buyers were asked to indicate the objects "which you believe will most appeal to the American consumer," and to stress their opinion as a buyer rather than their personal preference. Consumers were asked to give their personal preference regardless of the value of the object. It was believed that only by asking a buyer to state his professional attitude could a comparison be made.

There follows a list of the most popular items, how they ranked in popularity and the number of votes each item received.

(more)

add 2 - good design ballots

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TABULATION OF CONSUMER BALLOTS

<u>Item</u>	<u>Designer</u>	<u>Distributor or Manufacturer</u>	<u>Votes Received</u>	<u>Rank</u>
Thru-Vu Vertical Blind	Henry Wright	Thru-Vu Vertical Blind	1785	1
Adjustable Arm Chair	Edward Wormley	Dunbar Furniture Co.	1170	2
Counterweight Ceiling Light		Finland House	870	3
Sideboard	Florence Knoll	Knoll Associates	715	4
Boca Rattan Salad Set	John Van Acker	Ilanda Products Co.	680	5
Upholstered Side Chair	Eero Saarinen	Knoll Associates	665	6
Sew Easy Sewing Machine	C. E. Waltman & Associates	The SK Company	650	7
Select-A-Range		Landers, Frary & Clark	575	8
Electric Refrigerator		General Electric Co.	545	9
Upholstered Arm Chair	Ray Komai	J. G. Furniture Co.	475	10

TABULATION OF BUYERS BALLOTS

<u>Item</u>	<u>Designer</u>	<u>Distributor or Manufacturer</u>	<u>Votes Received</u>	<u>Rank</u>
Counterweight Ceiling Light		Finland House	890	1
Upholstered Side Chair	Eero Saarinen	Knoll Associates	835	2
Select-A-Range		Landers, Frary & Clark	765	3
Sew Easy Sewing Machine	C. E. Waltman & Associates	The SK Company	710	4
Nest of 5 Tables	Edward Wormley	Dunbar Furniture Co.	595	5
Boca Rattan Salad Set	John Van Acker	Ilanda Products Co.	580	6
Plastic Dinnerware	Joan Luntz	International Molded Plastics, Inc.	540	7
Adjustable Arm Chair	Edward Wormley	Dunbar Furniture Co.	505	8
Revere Ware Utensils		Revere Copper and Brass	485	9
Libbey Glass	Freda Diamond	Libbey Glass Co.	460	10

* Consumers items ranked 1-4-9 and 10 were not picked by buyers in the first 10.
Buyers items ranked 5-7-9 and 10 were not picked by consumers in the first 10.

(Editors, please note: Individual pictures of the above products are available on request from:

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or

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